

CAR PURCHASES INDICATE TOURS FOR EL PASOANS WILL BE MANY

Number of Sales in El Paso During the Past Week Is Record Breaking, More than 50 Having Been Made; Fine Car Goes to Juarez; New Jitne Studebaker Is Coming; Cars Fire Damaged Disposed of.

THAT El Paso motorists are anticipating many long tours this summer is evidenced by a large number of sales of heavy and medium weight cars during the past week. Dealers in these machines were complaining of only fair business in the city until this week. The week has been the best of the year for the local dealers.

Upwards of 50 machines were sold by local dealers this week, about 80 percent of the sales being in the city. As the majority of the dealers report practically all cash sales this week, it means that around \$150,000 was invested in machines in seven days. These figures do not take in account the sale of 12 Overlands, more or less damaged in the recent warehouse fire, which were sold at prices ranging from \$125 to \$150. These machines were damaged on sale Thursday and were all sold Friday noon. The new owners will have to spend from \$100 to \$200 to put them in condition.

Probably the "biggest" individual sale of the week was made by the Elliott-Garrett company of a most elaborately equipped National six cylinder, six passenger touring car to Gen. Tomas Ornelas, in command of the Villa brigade of the north. Gen. Ornelas insisted that his car be equipped with every modern contrivance that was available and when he drove it across the international bridge it was said to be the most completely equipped machine ever taken into the zone. Gen. Ornelas went his chief, Gen. Francisco Villa, "one better," though the chief's Fiat is an elaborately equipped machine.

A Studebaker jitne bus, capable of carrying ten persons and the type of which 40 are now in use in Kansas City, will reach here about Monday or Tuesday. It has already been sold to a local concern, which will test the machine with a view to putting on a full line both in the city and on runs to Las Cruces and other valley points.

After spending three days in El Paso testing the Briggs, J. D. Kenney, of Miami, departed for home on Friday morning, accompanied by Mrs. Kenney, driving one roadster and with A. Bliza Albo in a second roadster. Mr. Kenney has arranged for the Miami subsidiary from the Pioneer Motor company and, in addition to the two cars he took with him, has placed an order for two more roadsters and five touring cars.

A. S. Cousland, Hupmobile agent at Silver City, motored into the city on Thursday and reports good roads.

W. G. Watz has purchased an eight cylinder Cadillac touring car from the Cadillac Motor Sales company.

H. N. Shipley of Juarez, purchased a Studebaker four touring car on Friday afternoon.

Carl S. Reeves, of the Elliott-Garrett company, left Friday morning on a demonstrating trip to Silver City with a Studebaker four.

A. W. Bayless, of the Cadillac headquarters staff, was a visitor in El Paso this week.

The American Lumber company has purchased a second Ford touring car from the Tri-State Motor company for the use of its sales staff.

Lee Vaughn has purchased a Ford touring car.

E. P. Kepley & Co. purchased a Ford roadster from the Tri-State Motor company this week and James Munger, a salesman for the Kepley concern, also took a runabout.

Dan Stedebaker has bought a Studebaker "four" five passenger machine from the Elliott-Garrett company. This is his second Studebaker.

A Ford touring car was delivered this week to Dr. Paul Gallagher, 304 Trust building. This is his second Ford.

J. A. Reames, subagent for the Elliott-Garrett company at Mesilla Park, reports a strong demand for Studebakers in that district. He delivered

MARKERS ON RURAL ROADS

Thomas J. Hay, Authority on Autos, Appeals for Support in Fight for Signs.

By THOMAS J. HAY.

Chicago Hupmobile Distributor.

According to the state automobile license register of last year there are over 2,600,000 men and women licensed to operate automobiles.

I appeal to every autoist in the United States and every one of the hundreds of thousands of others throughout the United States to join in a movement to place markers on country roads, just as they are placed on city streets.

I have thought, talked and written of this subject for several years, and now I believe the time is ripe to call for concerted action.

Did it ever occur to you while speeding along a country road lined with prosperous farms and comfortable homes that the people occupying them are being cheated out of something to which they are entitled?

Applies to Whole Nation.

While I address this appeal first of all to the autoists, I insist it is something that applies to the whole country at large. I insist that the telephone, the telegraph, the mail service, our own Uncle Sam and his mail service, as well as the autoist, are all concerned.

Suppose you, Mr. Autoist, are driving along a country road and you ask a farmer to direct you to some given point. Here is a sample:

"Keep right on to the turn at the creamery, jog left, then right and follow the road to the white school house."

"Cross the plank road and turn to the right for a mile until you hit the creek road and the first big house with a red barn behind it is your place."

Why?

Why is the farmer, who may be living like a prince, denied the privilege of a definite geographical location? Why is the autoist, or any one else who is a stranger to the locality, compelled to grope his way as if he were in the dark?

It is bad enough during the day, but it is a thousand times worse at night. It is a matter of life and death. It is a combination of Greek, higher mathematics and the fourth dimension by night.

Farmers Good Natured.

Most farmers retire early. If the autoist gets lost he must awaken the farmer—something I do not like to do, for I have some consideration for the other fellow.

Usually the farmer is good natured. He directs you in such manner as would be perfectly clear to a resident of the neighborhood, but the autoist has to trust to luck and a kind Providence. And sometimes it happens that the farmer is angry. Worse yet, it often happens that the autoist gets out of the front gate ahead of a dog. Once in a while he isn't ahead.

Worst of all are the nights when storms are raging. If there is anything worse than being lost on a country road at midnight in the midst of a driving thunderstorm I would like to know it.

It is not right. It is not fair, either to the autoist or to the farmer. Suppose, instead of the foregoing (in my comparisons I am using Chicago and vicinity as an example), we had a condition like this:

The autoist is overtaken by night. He reads a name on a sign post and finds that he is on the De Soto road. Driving ahead a short distance to the first farm house, he reads the number on the gate post—15,400. He consults his map and like a flash knows he is on the De Soto road at a point close by the Cornwallis road.

All Roads Have Names.

Or, if the gate post is not numbered, he drives ahead until he comes to the first cross road, which he finds by the sign post is Lafayette turnpike. On he goes to Cornwallis road, proceeds via the road to De Kalb highway, his passes Anderson, Argyle, and a score of other roads and is soon at home rejoicing.

Why not?

There is scarcely any road in this country that does not possess a name of some sort. It may be Potato Creek road, or Swamp Hollow, but it has a name, known only to those who live nearby or travel very frequently.

Why keep these names secret? It would cost so little for every county or township government to place markers at every cross road that I have often wondered why the farmers do not do it themselves for their own convenience.

Yet so many different interests are concerned that I am taking this opportunity to call on the autoists of the country to start a movement, embracing all that will rectify this deplorable condition.

I believe a community is prosperous in direct ratio to its progressiveness. Districts where sign posts and directions are frequently encountered are almost invariably in prosperous agricultural communities where conveniences are highly regarded.

There is absolutely no sensible reason why the myriads of city streets should be any easier to name, or to mark, than the lesser number of country roads.

Unmistakable Signs Needed.

Every one of those roads should have a definite marker at every cross road. Every road leading in and out of Chicago should have the same markers. When the autoist, or the driver of a horse vehicle, or any one else is on the Elgin, Crown Point, South Bend, Barrington, St. Charles, Waukegan, Green Bay, Sheridan, Milwaukee, or other roads, he should be able to know it by unmistakable markers.

Suppose a Chicago man is going to make his first automobile trip to Indianapolis for the race. He is directed to go south on Cottage Grove avenue to the end of that highway. When he gets to the end the only way he can determine which is the South Bend or Crown Point, or some other road, is by further inquiry, and when two roads converge at an acute angle it is very easy to make a mistake and lose hours of time.

This may seem a big proposition, but it is not really so. If every one of the various interests concerned will get together the desired result can be accomplished in a remarkably short time.

Cooperation will do it. The autoist needs it, the farmer needs it, Uncle Sam needs it, the business man needs it. And just as soon as they will get together and realize it, just so soon will every road have its definite individuality and general improvement of those roads will begin.

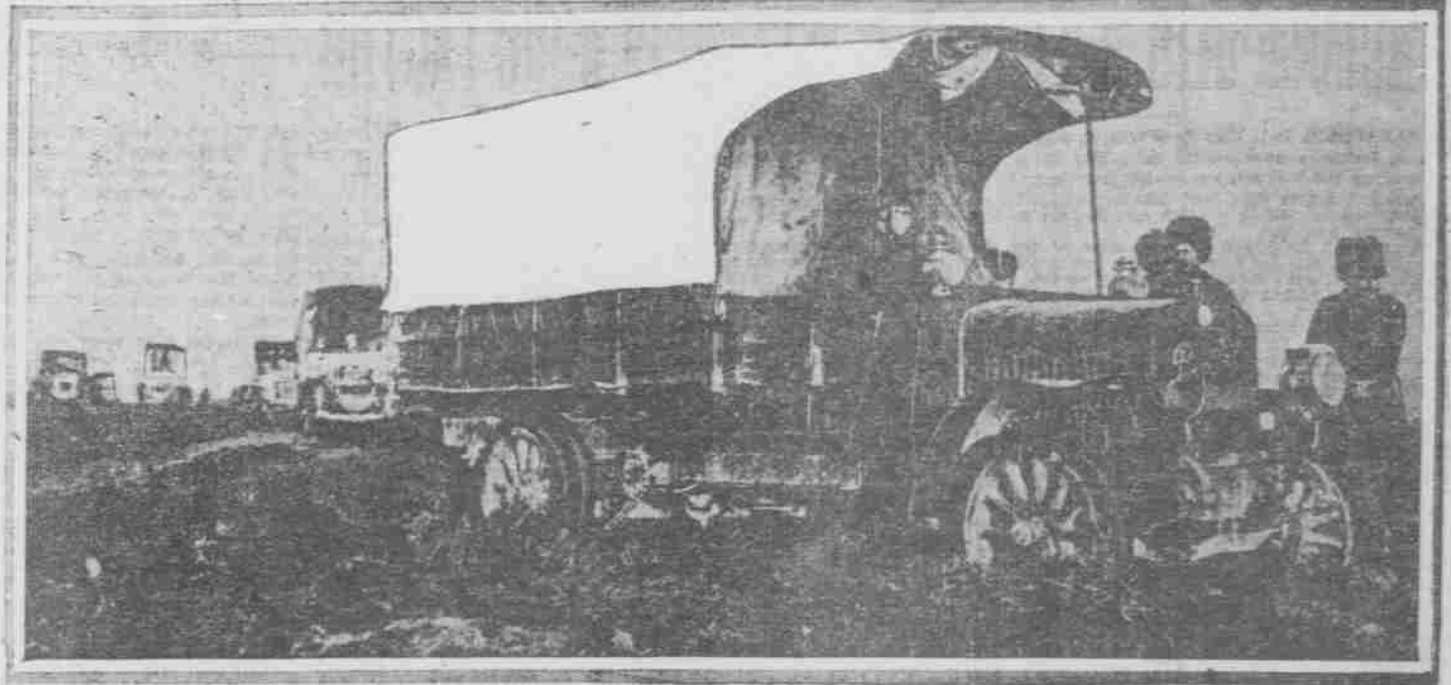
DRIVING IN THE CAR TRACK WEARS OUT SIDES OF TIRES

"It is remarkable how few motorists realize the danger of running their tires in the car tracks," declares H. E. Wilson, of the Goodyear Tire and Rubber company. "It is true that a car runs easier, and the jolts to its mechanism are greatly reduced. But it is a sacrifice of comfort. There is no quicker way of ruining tires."

The tread of a tire is the thickest part because there the greatest wear takes place. The sides have a thinner wall of rubber to protect the fabric. Now when a tire is run in the car tracks the wear is concentrated on the side of the tread and the side wall and the inside surface of the rail causes abrasion or wearing away of the rubber. The rail soon cuts through and ruins the tire.

This practice of running in the car tracks is also a common fault among drivers of solid tire trucks.

RUSSIAN MOTOR TRUCKS STALLED IN POLAND



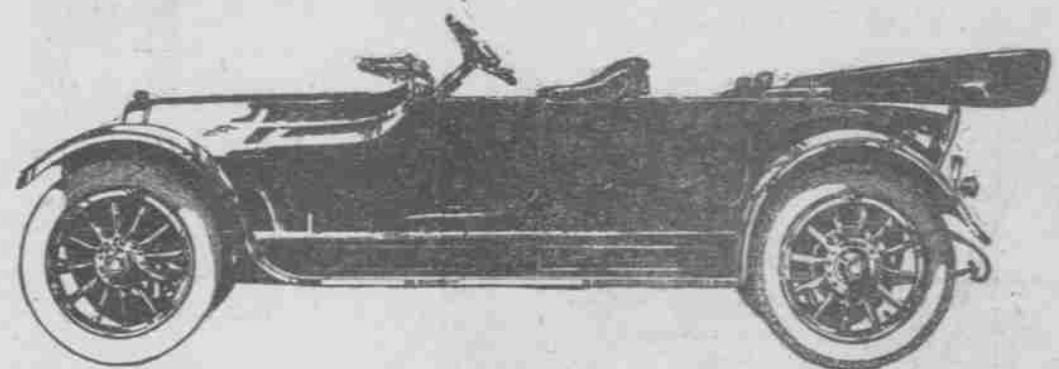
RUSSIAN MOTOR TRUCKS STALLED

THE photograph shows a string of French made automobile trucks stranded on a rough trail in Poland. Lack of roads has proved a serious handicap to the grand duke Nicholas, who has been unable to maneuver his troops with the speed and efficiency that Hindenburg could. France has shipped hundreds of automobiles and trucks to Russia and they have been used to advantage in hauling supplies in Russia proper, where there is a semblance of a road system. In Poland, however, where the heavy fighting has been going on, the roads are too bad to permit of use by the trucks and generally horses are relied on.

Overland
SIX

\$1475

F.O.B. TOLEDO.



Why Our Price Is So Much Less

We are the largest automobile manufacturer in the world producing Sixes.

This means we save at every point where other manufacturers cannot.

That is why we can offer a Six having—

—a longer wheelbase

—the most up-to-date 45 horsepower en bloc motor

—larger tires

—comfortable seven passenger seating capacity

—high tension magneto ignition

—the finest bright French finish, long grain hand-buffed leather upholstery

—for less money than any other manufacturer in the business.

Get your Overland Six now.

We can make immediate deliveries.

El Paso Overland Automobile Co., Distributors
Phone 170 120-122 San Francisco St.

"Made in U. S. A."

The Willys-Overland Company, Toledo, Ohio

Other models \$795 to \$1600. All prices f. o. b. Toledo.



ELEPHANT BUTTE AUTO LINE

Big Amplex 90-horsepower car; will easily accommodate 7 passengers; ready at any time. Phone 6816.

NORTH CAMPBELL STREET GARAGE

WHERE TO BUY
Automobiles
AND
ACCESSORIES

BORDERLAND AUTO SUPPLY CO.
LEE TIRES PLAIN AND PUNCTURE PROOF
THE QUALITY TIRE CORNER MYRTLE AND KANSAS

CADILLAC SALES COMPANY
E. P. & S. W. BLDG. PHONE 5105

WINTON SIX El Paso Auto Sales Co.
Office 713 N. Ochoa St.
Phone 3585. J. R. JOHNSON, JR., MGR.

EL PASO OVERLAND AUTO CO.
Overland Automobiles and Willys Trucks
120-122 SAN FRANCISCO STREET. PHONE 170.

Oakland Oakland Auto Sales Co.
FACTORY DISTRIBUTORS
407-409-411 Myrtle Avenue.
A. R. ELMORE, Mgr. Tel 1142

FISK RED TOP NON-SKIDS FOR FORDS, 5,000 MILE GUARANTEE
WESTERN MOTOR SUPPLY CO.
Phone 528. 318 San Francisco St.

Velo M. L. NAQUIN, DISTRIBUTOR
West Texas, New Mexico, Arizona, Old Mexico.
Hotel Taxi Garage. Phone 878 for Demonstration.